

# The BioPreferred Program\*

**for Businesses with Biobased Products**

U.S. Department of Agriculture



BioPreferred™

# Topic 1

## An Introduction to the USDA BioPreferred<sup>SM</sup> Program



# How did BioPreferred originate?



- The BioPreferred Program was established in the 2002 “Farm Bill”
- The U.S. Department of Agriculture (USDA) is the lead implementation agency.

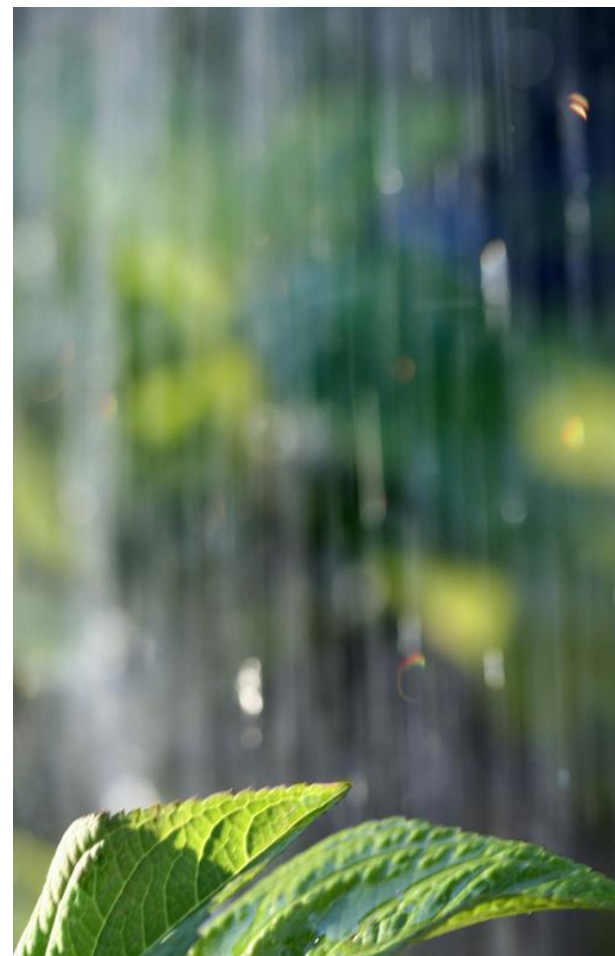
# What is the program's purpose?



- The purpose of the BioPreferred program is to:
  - increase the purchase and use of renewable, biobased products,
  - while providing "green" jobs and new markets for farmers, manufacturers, and vendors.

# How is biobased defined in the 2002 “Farm Bill?”

- Biobased products are defined as those determined by the U.S. Secretary of Agriculture to be commercial or industrial goods (other than food or feed) composed in whole or in significant part of biological products, forestry materials, or renewable domestic agricultural materials, including plant, animal, or marine materials.





# What are the components of the program?

- There are two major components to the BioPreferred Program.
  1. A process by which the Federal government and its contractors give preference to biobased products.
  2. A USDA BioPreferred label for eligible biobased products.

# Has Congress acted since 2002?



- The 2008 “Farm Bill”:
  - reinforced the Federal government’s commitment to the BioPreferred Program; and,
  - extended the definition of biobased to include biobased “intermediates” and “feedstock.”

# What about the Executive Branch?



- In 2009, Executive Order 13514 mandated that 95% of all Federal contracts include requirements for the purchase of biobased products.



# **Topic 2**

## **The Federal Procurement Preference**



# How does the Federal procurement preference work?



- On a continual basis, USDA selects and prioritizes categories of biobased products for identification as "preferred" products for Federal purchasing.

# How does the Federal procurement preference work?



- Several categories of biobased products are bundled into a "round." These "rounds" become a draft Federal regulation and are published with a public comment period.

# How does the Federal procurement preference work?



- After public comments are considered, a final regulation to identify these “preferred” biobased product categories is published in the Federal Register.

# How does the Federal procurement preference work?



- One year after the final regulation is published, the Department of Defense, Federal agencies, and Federal contractors must give preference to "BioPreferred" products when making biobased product purchases within identified product categories.

# How does the Federal procurement preference work?

- Rounds 1 through 5 are finalized for preferred Federal purchasing.
- View a list of these categories at [BioPreferred Program Product Categories](#)



# How does the Federal procurement preference work?

- There are 42 product categories, representing more than 5000 individual products manufactured by more than 2,000 companies.



# How does the Federal procurement preference work?



- Round 6 has recently completed the rulemaking process. Federal agencies have 1 year to execute.
- Additional categories of biobased products are being considered on an ongoing basis.

# **Topic 3**

## **Marketing Your Products to the Federal Government**

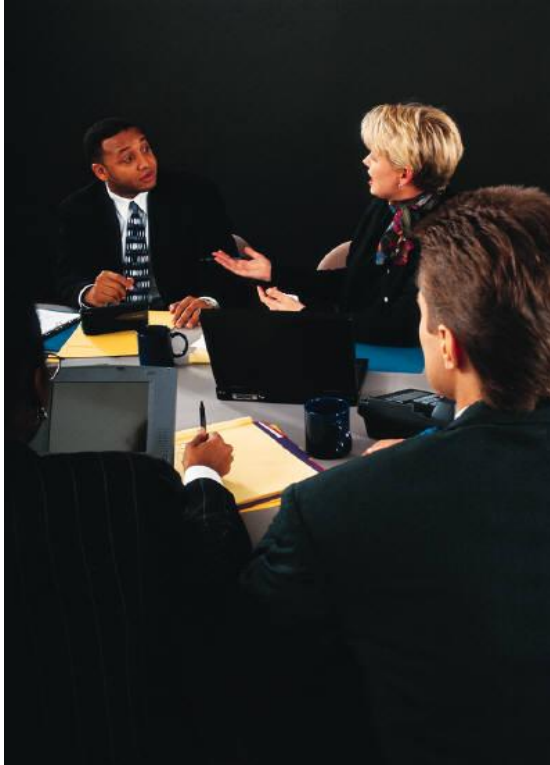


# How does it help that my product is in a Preferred category?



- When your product qualifies under the BioPreferred program Federal Procurement Preference, you have an advantage over non-biobased products in the Federal marketplace.

# How does it help that my product is in a Preferred category?



- The Federal marketplace includes over 500 billion in purchases of goods and services per year. If you make a business decision to take advantage of this preference, you may open new markets for your products.



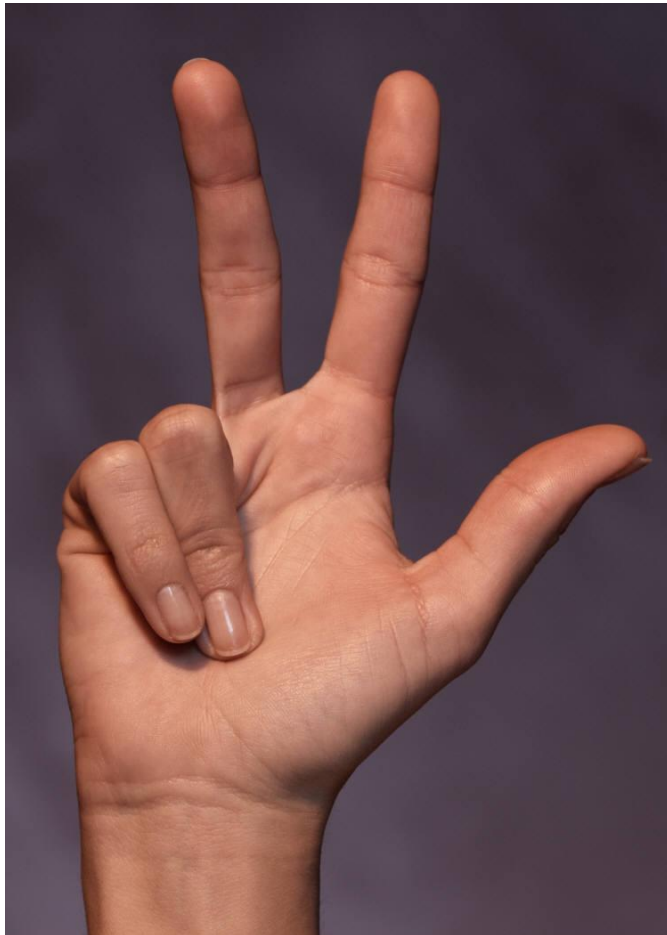
# How does it help that my product is in a Preferred category?



- Doing business with the Federal government, if you are not already doing so, requires many steps, and there is a steep learning curve.
- It requires focus and effort to be successful in the Federal market.



# What is needed to claim the BioPreferred designation?



- In order for a product to be eligible for the Federal procurement preference, the company must be able to certify to three requirements.

# What is needed to claim the BioPreferred designation?



1. That the biobased content in the product is consistent with the definition in the 2002 or 2008 Farm Bill.

# What is needed to claim the BioPreferred designation?



2. That the product meets the minimum biobased content standards for the particular product category within which the product fits.

# What is needed to claim the BioPreferred designation?



3. If asked by a Federal agency, the company needs to be able to provide third party testing information on the biobased content of the product.

# How is biobased content determined?

- Biobased content is determined by testing to ASTM Method D6866.
- <http://www.astm.org/Standards/D6866.htm>





# How can I “advertise” my product?

- One way you can “advertise” your eligible product is in the BioPreferred catalog.





# How do I place my product in the BioPreferred catalog?

- To place your product in the BioPreferred catalog, you must provide information about:
  - your company; and,
  - your product.

Follow this link to enter your information:

**[Product Submission](#)**

# Where else may I “advertise?”

- There are other avenues that you may want to explore.
- One is GSA Advantage!
- Another is DoD’s EMALL.



# **Topic 4**

## **Biobased Products Not in Designated Categories**



# What if my product is not in an eligible category?



- You may choose to work with USDA on getting a new biobased category for a Federal procurement preference.
- Use this link to register your business and product information.

**[New Product Submission](#)**

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# What if my product is not in an eligible category?



- You may still apply for a BioPreferred label if your product meets the minimum content standard in the legislation.
- Use this link for the latest on the BioPreferred label.

[BioPreferred Label](#)

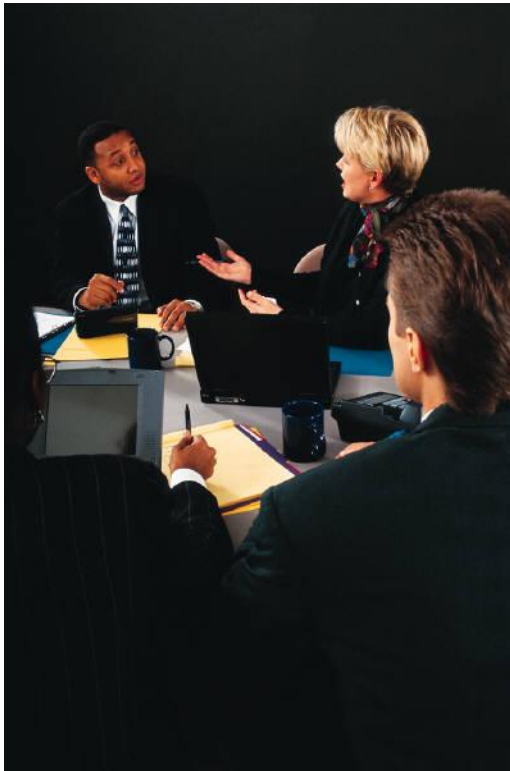


# **Topic 5**

## **Doing Business with the Federal Government**



# What if I have not done business with the Federal government?



- The decision to market your product to the Federal government should be made after deliberation.

# What if I have not done business with the Federal government?



- The Federal market for your product may be very large; and,
- The Federal government is motivated to buy biobased products,
- However,

# What if I have not done business with the Federal government?



- Getting in the “business” of doing business with Federal government requires a concerted effort and resources.

# What if I have not done business with the Federal government?

- The BioPreferred Program has developed a handbook to help you get started. Use the following link.

[Selling Biobased Products](#)





# **Topic 6**

## **Marketing Your Product to the Federal Government**



# How do I market my product to the Federal government?



- The Federal government is a large marketplace, and you will need to narrow your focus in order to be successful.

# How do I market my product to the Federal government?

- One resource to help you determine who most needs your product is the annual Federal agency procurement forecast. It indicates how each agency is planning its expenditures.

**Acquisition Central**

# How do I market my product to the Federal government?

- Another key resource is FedBizOpps. FedBizOpps is the single required government point-of-entry for Federal government procurement opportunities over \$25,000

[FedBizOpps](#)

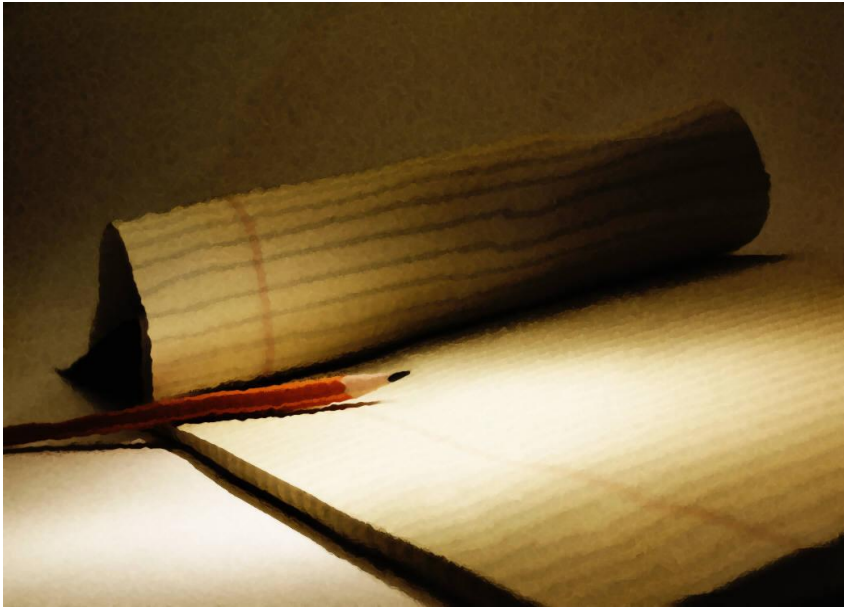
# Topic 7

## The BioPreferred Label





# What is the BioPreferred label?



- On July 31, 2009, USDA declared its intent to create a biobased product label with the publishing of a [proposed rule](#).

# What is the BioPreferred label?



- Under the proposed labeling program, biobased product manufacturers and vendors will be able to affix a USDA certified biobased label to their products.

# What is the BioPreferred label?



- The purpose of the labeling program is to promote the sale and use of biobased products in the commercial and consumer sectors.

# What is the BioPreferred label?



- It is believed that the BioPreferred label will be available in 2011. Use this link for the latest information on the label.

[BioPreferred Label](#)

# Topic 8 Summary





# In Summary

- We hope you have found this information useful.
- Your main resource for further information is the website: [www.biopREFERRED.gov](http://www.biopREFERRED.gov).
- You can contact us by email at: [BioPreferred@usda.gov](mailto:BioPreferred@usda.gov)